Published on *University of Colorado* (https://www.cu.edu)

Standard Turnaround Times [1]



September 21, 2023 by jennifer.mortensen [2]

The IOS team receives a variety of requests on a weekly basis from simple website edits to complex marketing campaign launches. We know it can be challenging to understand the turnaround times needed for these types of requests, so we're providing some general guidelines below.

How does the IOS team work?

The IOS team works in bi-weekly sprints [3], meaning that we meet every other Thursday to determine what work we'll complete in the upcoming two-week period. This process helps us understand our capacity and identify cross-team dependencies that affect our ability to deliver on requests. Although we work in sprints, we also acknowledge that urgent or time-sensitive issues may arise that will require us to shift our focus. When that happens, we'll likely ask for your assistance in helping us identify work we can postpone in order to address the most pressing need.

Estimated Turnaround Times

NOTE The timelines below begin once the UIS team has received all appropriate materials and documentation from the campus partner. We will soon be adding additional information of what you'll be asked to provide and when so we can operate more efficiently together.

Data Requests

Marketing Data | Can be prioritized for the next sprint and completed in a single, two-week sprint
Examples include vendor-related analytics, email marketing data, and organic social data.

Salesforce Data | Can be prioritized for the next sprint and completed in a single, two-week sprint
Examples include requests for Salesforce reports and custom dashboards, or updates to existing Salesforce reports and dashboards.

Website Data | Three Business Days
Examples include website performance analytics, SEO data, etc.

Integration Requests

Existing Integration | Can be prioritized for the next sprint and completed in one to two sprints (two to four weeks, depending on complexity)
Examples include troubleshooting a vendor integration or an existing integration from Campus Solutions.

New Integration | Timeline Varies
Examples include a new integration between IOS and a vendor source system or an integration to another Salesforce org. The team will complete a full assessment of the request and associated requirements gathering prior to work beginning.

Marketing and Creative Requests

Drip Campaign Build With Content Provided | Can be prioritized for the next sprint and completed in a single, two-week sprint
Examples include scenarios where a campus builds its own email content in Pardot or Marketing Cloud and requires less creative/technical assistance from the UIS team.

Drip Campaign Build Without Content Provided | Can be prioritized for the next sprint and completed in a one to three two-week sprints (two to six weeks)
Examples include a scenario where the UIS team writes email content and develops email layout, and will also include a partner review and approval process.

Paid Campaign Asset Refresh | Two to Four Weeks
Examples include refreshing an existing set of creative resources associated with a campus or program, such as image replacement and/or copy modification.

Paid Campaign Launch | Four to Six Weeks
For simple, ongoing requests such as free application day where content and creative already exist, the turnaround time will be shorter. For new requests, such a completely new paid advertising effort where the team is creating all collateral from scratch, the timeline will be more lengthy.

Pardot Email Training | Can be prioritized for the next sprint and completed in a single, two-week sprint
Pardot training resources are available in the IOS wiki [4], but if individualized training is required, this work can be completed within a single sprint.

Website Requests

Basic Content Update | Five Business Days
Examples include modification of content on an existing website, updating existing images, or

general requests that do not require web development resources.

Development Request | Timeline Varies
Examples include a substantial change to the website layout or associated data model, such as a page redesign or addition of a new page feature. The team will complete a full assessment of the request and associated requirements gathering prior to work beginning.

New Program Addition | Four to Six Weeks, Possibly Less Depending on Complexity
Examples include adding a new degree or certificate program to an existing campus-based website. The addition can range from simple to complex based on a variety of considerations including but not limited to the items below. Note: We will be working with each campus team to optimize program additions in fall 2023 to meet ongoing demand. More information will be available soon.

1) **Content**: Will the campus provide final content, or will UIS copywriting resources create it? If campus provided, is UIS copywriting involvement requested for review and optimization?

2) **Complexity**: Does the program have concentrations that will require a modification to the overall program page layout, or possibly the addition of new pages for those areas of specialization? Or does the content fit well into the current page layout with minimal modification?

3) **Graphic Design**: Will the program page require graphic design resources, such as image identification and optimization or visual content creation? Will the campus be providing identified images and graphics, or will the UIS team select and implement them?

4) **Drip Campaign or Email Journey**: When the program is added to the website, will a drip campaign or email journey be required? If yes, will the leads be entered into an existing journey or drip campaign, or will a completely new drip campaign or journey be required? If a new drip campaign or journey is required, will the campus provide final content, or will UIS resources be required? Will the campus build its own email content and include appropriate imagery, or will UIS resources assist with design and development?

5) **Campaign Creation and Launch**: Is there an expectation that the program page launch will coincide with a paid or organic marketing launch? If yes, what vendors need to be involved? What additional content should be created to support that effort? Will the campus manage that process or will UIS resources be required? Will a new landing page be required? If yes, see items one through four above.

6) **Review and Approval**: Who is providing final sign-off on the items above? Is it a centralized campus team, or will the content be distributed to additional stakeholders for review and approval prior to launch?

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